



Published by the Navy Exchange Service Command

3280 Virginia Beach Blvd., Virginia Beach, VA 3452-5724

SS00-003

15 February 2000



LEADING CIGARETTE BRANDS

Below are the "TOP" most popular cigarette brands for January - September 1999 that are available through the Automated Ships Store Contract Bulletin (ACB), as published in the Military Market Magazine, February 2000 issue, Volume 51, Number 2 edition, according to the Tobacco Merchants Association.

These brands total category volume were 239,600,000,000 units sold.

	UNITS SOLD	% MARKET	
<u>ITEM</u>	<u>(BILLION)</u>	<u>SHARE</u>	<u>MANUFACTURER</u>
1. Marlboro	114.0	36.2	Philip Morris, Incorporated
2. Newport	23.6	7.5	Lorillard Tobacco Company
3. Doral	20.2	6.4	R. J. Reynolds Tobacco Company
4. Camel	15.9	5.1	R. J. Reynolds Tobacco Company
5. GPC	15.5	4.9	Brown & Williamson Tobacco Corporation
6. Basic	15.2	4.8	Philip Morris, Incorporated
7. Winston	15.2	4.8	R. J. Reynolds Tobacco Company
8. Kool	10.3	3.3	Brown & Williamson Tobacco Corporation
9. Salem	9.7	3.1	R. J. Reynolds Tobacco Company

This information is provided as a guide to help determine merchandise to stock in your Ships Store.